

This Page Is Inserted by IFW Operations
and is not a part of the Official Record

BEST AVAILABLE IMAGES

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images may include (but are not limited to):

- BLACK BORDERS
- TEXT CUT OFF AT TOP, BOTTOM OR SIDES
- FADED TEXT
- ILLEGIBLE TEXT
- SKEWED/SLANTED IMAGES
- COLORED PHOTOS
- BLACK OR VERY BLACK AND WHITE DARK PHOTOS
- GRAY SCALE DOCUMENTS

IMAGES ARE BEST AVAILABLE COPY.

**As rescanning documents *will not* correct images,
please do not report the images to the
Image Problems Mailbox.**

Burke-1

In the Specification:Pg. 1, 1st paragraph of "Detailed Description of the Drawings":

- - Fig. 1 shows an apparatus 10 comprising a visitor display 12, a visitor memory 14, a visitor processor 16, a visitor interactive device 18, a vendor web site server memory 20, a vendor web site server processor 22, a "SeeYouAgainShortcut.com" TM server processor 30, a "SeeYouAgainShortcut.com" TM server memory 32, a vendor display ~~40~~ 44, a vendor memory 42, a vendor processor ~~44~~ 40 and a vendor interactive device 46. - -

P. 14, first paragraph:

- - <param name=DeskTopURL value="http://www.yourwebsiteURL.com URL for yourwebsite"> - -

P. 14, third paragraph:

--<param name=StartMenuName value="Your Web Site Name">
<param name=StartMenuURL value="http://www.yourwebsiteURL.com URL for yourwebsite">--

Pg. 14, fifth paragraph:

-- <param name=StartPageURL value="http://www.yourwebsiteURL.com URL for yourwebsite"> - -

P. 14, seventh paragraph:

- - <param name=FavoritesName value="Your Web Site Name">
<param name=FavoritesURL value="http://www.yourwebsiteURL.com URL for yourwebsite"> - -

P. 14, ninth paragraph:

- - <param name=LinksBarName value="Your Web Site Name">
<param name=LinksBarURL value="http://www.yourwebsiteURL.com URL for yourwebsite"> - -

Burke-1

P. 14, eleventh paragraph:

```
--<param name=QuickLaunchName value="Your Web Site Name">  
<param name=QuickLaunchURL value="http://www.yourwebsiteURL.com URL for  
yourwebsite"> --
```

P. 14, thirteenth paragraph:

```
--<param name=IconPath value="http://www.yourwebsiteURL.com URL for  
yourwebsite/">  
<param name=IconName value="genericlogo.ico"> --
```

Burke-1

P. 16, sixth paragraph:

- - Here is code the vendor can copy and paste into the vendor's web page to link a horizontal button to See You Again Shortcut™ software on the vendor web site server processor 22. Typically "~~www.yoursite.com~~ URL for yoursite.com" will be replaced with the vendor's real domain name, such as for example ~~www.acme.com~~ URL for acme.com. - -

P. 16, seventh paragraph:

- - `<a href="javascript:void(window.open
('http://www.yoursite.com/URL for
yoursite.com/syas/default.htm', 'Shortcut', 'alwaysRaised=yes, resizable=yes, scrollbars=
yes, width=350, height=350, left=100, top=100, screenX=100, screenY=100'))"; ">` - -

P. 17, third paragraph:

- - (1) The first time a visitor comes to a vendor's web site homepage a popup box may appear prompting the visitor to add the vendor's web site to the visitor's Desktop. Using this method will quickly and easily create thousands and thousands of shortcuts. Your visitor is only automatically prompted a single time so this method is not obtrusive. The vendor would typically need to add the following javascript code to every web page of the vendor's web site HTML code that the vendor wants automatic initialization to occur. The javascript code can be placed between the opening and closing HEAD tags (e.g. <HEAD> </HEAD>) which are located near the top of each vendor HTML web page. The name "~~www.~~ URL for yoursite.com" would be replaced with the vendor's actual web site name, such as "~~www.~~ URL for acme.com": -

Burke-1

P. 17, fourth paragraph:

```
<script language="javascript">
<!--
//If the cookie does not exist this is a first time visit
if (document.cookie.indexOf("popup=true") == -1) {
  expireDate = new Date
  expireDate.setMonth(expireDate.getMonth()+24)
  document.cookie = "popup=true; expires=" + expireDate.toGMTString();

  //popup the window

  window.open
  ('http://www.URL for
  yoursite.com/syas/default.htm','Shortcut','alwaysRaised=yes,resizable=yes,scrollbars=yes,
  width=350,height=350,left=100,top=100,screenX=100,screenY=100')
}
// --> --
```

P. 18, second paragraph:

-- At step 1008 the link on the web page of the vendor's web site is displayed." If the vendor wants "See You Again Shortcut™" to appear in the default popup box then this step can be skipped. If the vendor wants to make "See You Again Shortcut™" show up in the main window, and not in a popup window, the vendor may change the following javascript portion in the link code of the vendor's HTML web page code. (The "www.URL for yoursite.com" name will be replaced with the vendor's real domain name, such as for example "www.URL for acme.com".) --

Burke-1

P. 18, third paragraph:

-- From:

```
javascript: void(window.open
('http://www-URL_for_yoursite.com/syas/default.htm','Shortcut','always
es,resizable=yes,scrollbars=yes,width=350,height=350,left=100,
screenX=100,screenY=100'));
```

to:

```
javascript:: void(window.location.href=
('http://www-URL_for_yoursite.com/syas/default.htm')); --
```

P. 20, fifth paragraph:

-- < param name = DeskTopURL

value="http://www-URL_for_yourwebsiteURL.com?affiliateid=1234"> --

P. 21, third paragraph: --

```
<param name=DeskTopURL value =http://www-URL_for
yourwebsiteURL.com?coupon=freetrial> --
```

Burke-1

P. 22, second paragraph:

-- Here is an example:

<param name=DeskTopURL value= http://www URL of
yourwebsiteURL.com?username=john?password=secret> --